

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	31 January 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic product placement analysis
Maximum Marks	4 Marks


Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/brainstorm-and-idea-prioritization>

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the presentation hubpowerpoint to run a happy and productive session.

[Open archive](#)

1 Define your problem statement

Problem Statement: How can we utilize Tableau to analyze and visualize dietary and lifestyle data among college students in order to detect health trends, identify nutritional gaps, and design strategies that promote student well-being and academic performance?

Key Questions:

- Which dietary patterns and health perceptions are common among students?
- How do lifestyle choices like exercise and snacking affect nutrition?
- What deficiencies or risk factors appear across different student groups?
- Which visualizations can best communicate these insights to stakeholders?

5 minutes

PROBLEM

- How might we analyze and visualize college student dietary patterns and health indicators using Tableau to identify nutritional trends, improve health outcomes, and support data-driven interventions for student well-being?

Key rules of brainstorming

To run an smooth and productive session

Stay in topic


Encourage wild ideas

Defer judgment

Listen to others

Go for volume

If possible, be visual



Need some inspiration?

View a featured session or view thousands of ideas to give you ideas.

[Get inspired](#)

Step-2: Brainstorm, Idea Listing and Grouping

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Nandhini

Veni

Nandhini

Veni

Pallavi

Nikitha

Pallavi

Nikitha

the static analysis of the product placement analysis

creating a static or interactive visual tools for product placement analysis

collecting the product placement data

Heat map generation of customer attention areas

Designing the project report

data cleaning and preprocessing

study on the effect of eye level product positioning

preparing data flow representation and diagrams

Applying the statistical methods

analysing the digital product placement in ads and social media

ensuring the report looks and structure

visualising the data using graphs and charts

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP You can select a sticky note and hit the pencil (switch to select) icon to start drawing!

TIP Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Step-3: Idea Prioritization

4 Prioritize

Your team should all be on the same page about what's important, moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

TIP Participants can use their cursor to point at where all sticky notes should go on the grid. The facilitator can control the grid by using the lower toolbar below the #1 tag on the right-hand.

Importance
If each of these ideas are implemented, which will have the most positive impact?

Feasibility
How likely is this approach to be taken? (low, medium, high, very high)

the static analysis of the product placement analysis

collecting the product placement data

data cleaning and preprocessing

ensuring the report looks and structure

Heat map generation of customer attention areas

analysing the digital product placement in ads and social media

preparing data flow representation and diagrams

creating a static or interactive visual tools for product placement analysis

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)